



PATENT  
Customer No. 22,852  
Attorney Docket No. 08011.3010

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of: )  
John DeMayo et al. ) Group Art Unit: 3622  
Application No.: 09/711,261 ) Examiner: CHAMPAGNE, Donald  
Filed: November 10, 2000 )  
For: APPARATUS AND METHOD FOR ) Confirmation No.: 6688  
HYPERLINKING SPECIFIC )  
WORDS IN CONTENT TO TURN )  
THE WORDS INTO )  
ADVERTISEMENTS )

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**INFORMATION DISCLOSURE STATEMENT UNDER 37 C.F.R. § 1.97(c)**

Pursuant to 37 C.F.R. §§ 1.56 and 1.97(c), Applicant brings to the attention of the Examiner the documents listed on the attached Form PTO/SB/08. This Information Disclosure Statement is being filed after the events recited in Section 1.97(b) but, to the undersigned's knowledge, before the mailing date of either a Final action, Quayle action, or a Notice of Allowance. Under the provisions of 37 C.F.R. § 1.97(c), this Information Disclosure Statement is accompanied by a fee of \$180.00 as specified by Section 1.17(p).

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Copies of the listed non-patent literature documents are attached. Copies of the listed U.S. patents are not enclosed.

Applicant respectfully requests that the Examiner consider the listed documents and indicate that they were considered by making appropriate notations on the attached form.

This submission does not represent that a search has been made or that no better art exists and does not constitute an admission that each or all of the listed documents are material or constitute "prior art." If the Examiner applies any of the documents as prior art against any claims in the application and Applicant determines that the cited documents do not constitute "prior art" under United States law, Applicant reserves the right to present to the Office the relevant facts and law regarding the appropriate status of such documents.

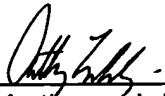
Applicant further reserves the right to take appropriate action to establish the patentability of the disclosed invention over the listed documents, should one or more of the documents be applied against the claims of the present application.

If there is any fee due in connection with the filing of this Statement, please charge the fee to Deposit Account 06-0916.

Respectfully submitted,

FINNEGAN, HENDERSON, FARABOW,  
GARRETT & DUNNER, L.L.P.

Dated: June 5, 2008

By:   
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